

TAB D-6: PUBLIC AFFAIRS		Original
	ITEM	REFERENCE
1.	<p>Has a unit Public Affairs Officer (PAO) been appointed in writing? Yes.</p> <p>a. Was the appointment accomplished in accordance with CAPR 35-1 (CAPF 2a, Personnel Authorization or in e-Services)?</p> <p>b. Has the next higher headquarters been notified of the appointment? Yes.</p> <p>c. If a unit PAO has not been appointed, is the unit commander temporarily performing the duties of the PAO? Yes.</p> <p>d. How long has the PAO been in the position? Beginning 01-04-2010</p>	<p>CAPR 20-1 page 39; CAPR 190-1 para 3a; CAPR 35-1 para 1-3 CAPR 190-1 para 3b</p> <p>CAPR 190-1 para 3c</p>
2.	Has the unit PAO completed HQ AU A4/6 PAO Course 02010?	CAPR 190-1 para 6b
3.	<p>What skill level has the Wing PAO attained in the Public Affairs Officer specialty track? Pending.</p> <p>■ Please provide documentation of all certifications.</p>	CAPR 50-17 para 4-2 and CAPP 201
4.	<p>Has the unit PAO received training from the Wing PAO at least annually? Does this training include:</p> <p>a. Public Affairs specialty track training as listed in CAPP 201, <i>Public Affairs Study Guide</i>?</p> <p>b. HQ AU A4/6 PAO course 02010?</p> <p>c. Unit/wing/region/national public affairs training courses, workshops, seminars, and field training?</p> <p>d. Seminars and workshops offered by the military and local, state, or national organizations?</p> <p>e. Mission information officer training as part of the emergency services missions of Civil Air Patrol? Yes.</p>	CAPR 190-1 para 6
5.	<p>a. Has the unit PAO developed an annual public relations plan to promote CAP, its goals and missions for:</p> <p>(1) External goals and initiatives that help build relation-ships with external constituencies of CAP and emphasize their importance in performance of its three mandated missions (ES, AE, and Cadet Programs)? Yes.</p> <p>(2) Internal strategies that emphasize CAP's importance, member recognition, retention, and encouragement of member participation in unit/wing/region and national activities and training? Yes.</p> <p>(3) A PA crisis plan to ensure a rapid, effective response during crisis situations that may damage CAP's reputation, if mishandled? Yes.</p>	<p>CAPR 190-1 para 7</p> <p>CAPR 190-1 para 7a(1)</p> <p>CAPR 190-1 para 7a(2)</p> <p>CAPR 190-1 para 7a(3)</p> <p>CAPR 190-1 para 7a</p>

	<p>(4) Has the unit crisis communication plan been approved by the wing commander or designated representative? Pending.</p> <p>b. Has the unit PAO implemented and evaluated the effectiveness of each goal and objective of the plan? Pending.</p>	
6.	<p>Has the unit PAO assembled current media contact information to foster working relationships? Pending.</p> <ul style="list-style-type: none"> Does the unit PAO strive to meet periodically with representatives of key media to improve media awareness of CAP and to establish an understanding on the part of the PAO of the information needs and preferences of each media outlet. Yes. 	CAPR 190-1 para 7b(2)
7.	Has the unit PAO developed standard plans and procedures for external promotion of key events, such as participation in training and actual missions, awards and promotions, and special events? Yes.	CAPR 190-1 para 7b(3)
8.	Has the unit PAO assembled standard materials presenting the background of CAP that can be given to the media, prospective members, partner agency officials, and others as needed, including materials developed locally and/or at higher headquarters?	CAPR 190-1 para 7b(4)
9.	Does the unit PAO utilize available unit websites to inform the public about Civil Air Patrol?	CAPR 190-1 para 7b(6)
10.	Does the unit PAO:	
	a. Advise the commander on internal public relations strategies and methods in order to conduct an effective program? Yes.	CAPR 190-1 para 7c(1)
	b. Regularly submit news advisories and releases, with photographs whenever possible, to higher HQs? Yes.	CAPR 190-1 para 7c(2)
11.	Does the unit PAO create and distribute a regular newsletter which contains information for both the internal and external audiences? Not at this time.	CAPR 190-1 para 8a
12.	Does the unit PAO ensure that all distributed multimedia materials, including those distributed by emerging technologies, shall be in good taste, with members shown in proper uniform, depicting the diverse and multi-faceted missions and opportunities of Civil Air Patrol membership? Yes.	CAPR 190-1 para 9a

13.	Does the unit PAO have the authority to develop and coordinate the public affairs elements of electronic communications tools employed by the unit for internal and external communications, including unit websites and listservs, which automatically broadcast e-mail to everyone on a list. The content shall be created in collaboration with appropriate staff members and shall be facilitated by the staff member(s) designated as webmaster, listserv manager and/or information technology officer. Yes.	CAPR 190-1 para 10
14.	<p>a. Does the unit have an emergency services qualified Public Information Officers? Yes/Pending.</p> <p>b. How does the unit PAO work with ES qualified PIOs and other personnel to be sure the mission activities are properly recognized publicly when possible?</p>	CAPR 190-1 para 11 CAPR 60-3 para 1-8
15.	How do you inform the Wing PAO of unit PAO activities?? Via email and phone communications.	CAPR 190-1 para 12
16.	<p>a. Has the unit nominated the unit PAO for the Wing Public Affairs Officers of the Year? Unknown.</p> <p>b. Does the nomination document the PAO's outstanding actions, initiatives, and management of a unit public affairs program. N/A</p>	CAPR 190-1 para 13c